

Loudoun County Nighttime Economy Ad Hoc Committee Meeting

8:10 AM September 2, 2015

- 1.** Welcome and introductions (5 minutes)
- 2.** Discussion: Subcommittee Chairs report on subcommittee work plans (15 minutes – two minutes each)
- 3.** Discussion: September 4 EDAC Meeting presentation:
 - a. Overview of NEAC (Background/History)
 - b. Process & Structure (Membership/Plan/description of Subcommittees)
 - c. Format of Final Report and recommendations
 - d. More Information (NEAC WEBSITE)
 - e. Additional suggestions
- 4.** Information: Master Calendar
- 5.** Subcommittee Chair Feedback/Questions -
- 6.** Next Meeting - 8:10 AM, October 7, 2015

NIGHTTIME ECONOMY AD-HOC COMMITTEE SUB-COMMITTEE CHAIR MEETING MINUTES

Date of Meeting: August 5, 2015	Time of Meeting: 8:10 am
Location of Meeting: Lovettsville Room, 1st Floor, Government Center	

Members in Attendance					
Todd Pearson (co-chair)	Y	Brent George	Y	Andrew Painter	N
Tony Howard (co-chair)	Y	Colleen Gillis	N	Jeff Tarae	Y
Chuck Claar	Y	Paula Harper	Y	Tyiesha Thaxton	Y
Mark Baker	Y	Ted Lewis	Y	Keith Wallace	N
Kristopher Diemar	Y	Scott Loftis	Y		
Beth Erickson	Y	Chauvon Mcfadden	Y		

Meeting Summary (includes matters proposed, deliberated or decided and votes taken)
<p>Additional Attendees: Katie Hammler, Hans Punia</p> <p>Meeting was brought to order by Todd Pearson at 8:15 am Todd reminded the committee that documents can be found on the committee website, www.loudoun.gov/nighttime-economy.</p> <p>Subcommittee Chair Reports Committee members made introductions, provided an overview of their Subcommittee work plans, and updated the committee chairs on what they have been working on. A brief description of each Subcommittee report is provided below:</p> <p><u>Compliance Subcommittee- Brent George</u></p> <ul style="list-style-type: none"> • Committee worked on identifying new members • Committee received a presentation on special events • In addition to special events, the committee is looking liquor laws, ABC compliance, DUI prevention, noise issues and will be getting feedback on compliance issues from a Loudoun Restaurant <p><u>Housing Subcommittee- Chauvon McFadden</u></p> <ul style="list-style-type: none"> • The subcommittee worked on identifying new members with experience in housing issues • The subcommittee is focused on four different areas: diversity, density, walkability, and intergenerational planning • Chauvon will be meeting with Planning and Stoning Staff • Ted explained that EDAC will be discussing the diversity of housing

Approval Date: _____

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- The subcommittee is focused on multiple cohorts; not just millennials

Entertainment Subcommittee- Beth Erickson

- The subcommittee added three additional members
- The subcommittee is looking at policies, resources and amenities.
- Subcommittee is focusing on how to improve communication and outreach
- We need to teach Loudoun how to go out via a comprehensive campaign
 - Focus areas:
 - First focus is millennial/empty nester entertainment
 - Second focus is family entertainment including alcohol free zones for youth
 - Focus groups are needed.
 - The survey provided by the county is helpful, but only focuses on residence
 - We want to focus on the millennial workforce and lower incomes that are outside of the county to see why they aren't here

Public Safety – Tyiesha Thaxton

- Next meeting is August 19 with the Sheriff's Office to discuss plans in place around the metro
- Focuses include:
 - Crime prevention via environmental design (tour Wiehle-Reston Station)
 - Crime prevention via education
 - WAMATA and Loudoun County Safety interfaces
- DUI/Safe Ride is important to Public Safety, Compliance and Transportation Subcommittees
 - Beth Erickson will reach out to her husband, who runs the Washington Regional Alcohol Program in Maryland, DC and Virginia. He will speak about the current programs out there
 - Mark Baker second the importance of the three committees meeting together for this presentation.

Public Space and Amenities – Scott Loftis

- They also expanded their team
- Target areas include:
 - Leesburg
 - One Loudoun
 - Purcellville
 - Brambleton
 - Middleburg
 - Phase 2 – Metro Stops
- Focused groups to survey:
 - Government regulations
 - Business decision makers – challenges and changes needed

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- Stakeholders and property owners
- Looking into:
 - Inventory (what is out there and how is it being used)
 - Past successes with barriers
 - What people want to see
- Needs help from the Committee to identify stakeholders in these locations
 - Originally the survey was to be complete by August 18
 - Scott to send out email with team needs and locations on August 5, 2015

Transportation – Mark Baker

- Destinations/ what are we trying to connect: metro, wineries, towns
- Five areas of focus:
 - Parking (commuter, zip car, garages)
 - Modes of transportation (car, bike, walking, taxi, ride share)
 - Connectivity (drop off spots, routes)
 - Safety (ride program, crosswalks, ADA)
 - Public awareness (note that there is a lot of overlap with other committees on this topic)
 - Signage at metros
 - Training at venues
 - Concierge service
 - Something similar to Portland's "We're driving you to drink local" short bus
 - Overcoming the "not cool" image of Loudoun County Busses
 - Paula mentioned that zip car said GW is not in their target demographic and to try again in 20 years (we want to change that)

Economic Development Initiatives/Incentives- Chuck Claar

- The team has met twice thus far
- Team wants to identify what exists (county, local, state)
- They will learn what type of incentives that community and jurisdictions desire
- They plan to have three round tables:
 - Local developers (One Loudoun, Brambleton and Lansdowne)
 - Local jurisdictions outside of Loudoun that have been successful
 - Local business experts to find out what would/will help
- Visit Loudoun is happy to help with this, but their main focus is bringing people from outside of the county to visit
- Beth Erickson to send info on VA tourism development grant
- Retail study
 - Will be available in the fall and will be a good resource for the committee
 - We don't want to dilute the bucket too much and will need to grow the pot of

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consumer base

Master Calendar

- Todd reminded everyone to send speaker/presentation information to Gwen ASAP
 - Gwen will be sending out weekly email with upcoming events
- Ted Lewis proposed skipping the Sept 2nd meeting since they would be presenting on the Sept 4th meeting
 - They decided to use the 2nd as a dry run for the 4th as well as an opportunity to give any detailed updates
 - They will make a simple one slide presentation for each presenter, who will have 3 min each

Subcommittee Chair Feedback/Questions

- Jeff asked for some guidance on the structure of the deliverable. The team came up with the following:
 - There will be a word count (will be confirmed at Sept/Oct meeting)
 - The format will be:
 - Each subcommittee will have a chapter
 - 3-5 Topic/Issues/Focus areas
 - Brief narrative on why you chose this topic (Educate)
 - What you found (Statement/ current standards)
 - Recommendations to address these topics (Recommendation)

Minutes Approved

Todd motioned to approve the minutes from 6/23 and Paula seconded it

Adjourned at 9:48 a.m.

Approval Date: _____

NEAC COMMITTEE SCHEDULE

Updated 8/28/2015

Date	Committee	Location	Start Time
8/28/2015	Economic Dev Initiatives/Incentives	Cooley, 11951 Freedom Dr, 15th Floor, Reston	12:00 PM
9/1/2015	Compliance	Purcellville Room, Government Center	1:00 PM
9/2/2015	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
9/3/2015	Housing Diversity & Affordability	Lansdowne Room, 102 Heritage Way, Leesburg	8:15 AM
9/14/2015	Compliance	Purcellville Room, Government Center	1:00 PM
9/14/2015	Entertainment	Smokehouse Live, Village of Leesburg	5:30 PM
9/15/2015	Public Space & Amenities	Hamilton Room, Government Center	8:15 AM
9/16/2015	Public Safety	GeoConcepts	8:00 AM
9/18/2015	Transportation	Chamber of Commerce, Lansdowne	1:00 PM
9/22/2015	Housing Diversity & Affordability	Purcellville Room, Government Center	8:15 AM
9/29/2015	Compliance	Purcellville Room, Government Center	1:00 PM
10/7/2015	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
10/13/2015	Compliance	Purcellville Room, Government Center	1:00 PM
10/16/2015	Transportation	Chamber of Commerce, Lansdowne	1:00 PM
10/20/2015	Public Space & Amenities	Hamilton Room, Government Center	8:15 AM
10/21/2015	Public Safety	GeoConcepts	8:00 AM
10/27/2015	Housing Diversity & Affordability	Purcellville Room, Government Center	8:15 AM
10/27/2015	Compliance	Purcellville Room, Government Center	1:00 PM
11/4/2015	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
11/17/2015	Public Space & Amenities	Hamilton Room, Government Center	8:15 AM
11/18/2015	Public Safety	Lansdowne Resort, Board Room	8:00 AM
11/20/2015	Transportation	Chamber of Commerce, Lansdowne	1:00 PM
12/2/2015	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
12/15/2015	Public Space & Amenities	Hamilton Room, Government Center	8:15 AM
12/16/2015	Public Safety	Lansdowne Resort, Board Room	8:00 AM
12/18/2015	Transportation	Chamber of Commerce, Lansdowne	1:00 PM
1/6/2016	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
1/15/2016	Transportation	Chamber of Commerce, Lansdowne	1:00 PM
1/19/2015	Public Space & Amenities	Hamilton Room, Government Center	8:15 AM
1/20/2015	Public Safety	GeoConcepts	8:00 AM
2/3/2016	Sub-Committee Chairs	Lovettsville Room, Government Center	8:10 AM
2/9/2016	Transportation	Chamber of Commerce, Lansdowne	1:00 PM